

## ABSTRACT OF THE DISCLOSURE

A personnel guidance and location control system for locating a group of individuals in a line to reach a selected destination in advance of the end of that line, such as a group of individuals waiting to reach a bank teller. The individuals are guided in a guide path by indication on one or more mats which can be conveniently disposed upon the floor of an institution and arranged to form a guide path. In addition, fixed guidance elements, such as physical markers, may be used with the floor mats in order to further identify points where the group of individuals should turn or otherwise alter directions. In addition, the mats are uniquely designed so as to present informational messages, such as advertising, or other material on a surface thereof. Further, the mats are constructed so that they are rollable, but nevertheless, very durable and do not crack or cause wrinkling of any image upon rolling thereof.